



11/2/17

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# GR DIGITAL

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Water Department  
Website Review  
Agenda

## REVIEW AND ANALYTICS

- Website Redesign presentation
- Tone and Voice
- Citywide data
- Water Department data

## PRIMARY AUDIENCES

- Residents
- Homeowners
- Property Managers
- Businesses

## CONTENT

- Why do users need the thing they're looking for?
- Services, Guides, Programs & Initiatives, News Articles, and Other Pages

## PRIMARY SERVICES & GUIDES

- Unpaid Water Bills and Taxes
- Start Water Service

## PAIN POINTS

- Pain points for external users
- Pain points for internal users

## NEXT STEPS

- GR Digital - Department Content Report
- Business discovery copywriting with liaisons/division staff